

CONTACTS: Mark Baldwin Kristal
McKanders Chick-fil-A, Inc. Jackson Spalding for
Chick-fil-A (404) 684-8598 (404) 214-3558
mark.baldwin@chick-fil-a.com
kmckanders@jacksonspalding.com

Chick-fil-A Adds Multigrain Oatmeal to Breakfast Menu
Chain continues to add healthier options for the nutrition-minded

ATLANTA (July 25, 2011) – Recognizing the importance of a balanced breakfast, Chick-fil-A® is offering Multigrain Oatmeal as a new breakfast menu option for its health-conscious customers at its restaurants nationwide beginning today.

Starting at \$2.49, Chick-fil-A's wholesome oatmeal is served as an entrée in an 8 oz. bowl or can be purchased as part of a Chick-fil-A® Breakfast Meal, which includes a small coffee and medium fruit cup, starting at \$5.65.

Choosing a different approach than most chains, who offer "instant oatmeal" that is prepared by adding hot water to the oatmeal, Chick-fil-A's Multigrain Oatmeal is slow cooked in kettles to retain the nutritional value naturally found in oats. The mixture is a combination of steel-cut oats, rolled oats, flax, buckwheat flour and whole wheat flour. Customers can choose one of three toppings, including cinnamon brown sugar, roasted mixed nuts (almonds, pecans and walnuts) or a dried fruit blend (cranberries, blueberries, golden raisins and cherries). A serving of oatmeal contains 120 calories and 2.5 grams of fat without toppings and up to 290 calories and 11 grams of fat with the addition of toppings, all with no trans fat.

Woody Faulk, Chick-fil-A's vice president of brand strategy and design, who oversees the chain's menu strategy, says the Multigrain Oatmeal is a direct result of feedback Chick-fil-A has received from nutrition-minded customers.

"Our customers have made it clear that they would like to have healthier alternatives for breakfast. Over the past few years we have tried to respond to those requests by diversifying our menu with healthier options, such as the Yogurt Parfait we introduced last year, and our fruit cup and multigrain bagel we added a few years ago," Faulk said. "Our menu is all about choices – we offer our signature Chick-fil-A® Chicken Biscuit for the more hearty appetite to the Cinnamon Cluster® for those craving something sweet in the morning to the health-minded customer who now has an additional choice of our slow-cooked oatmeal."

Chick-fil-A's full breakfast menu first appeared in 1986 with the construction of its stand-alone restaurants. Over the past five years, the chain has steadily focused on building the breakfast day-part by diversifying its morning menu with a variety of entrée options, including breakfast burritos,

bagel sandwiches, spicy chicken biscuits, fruit cups and yogurt parfaits.

About Chick-fil-A, Inc.

Atlanta-based Chick-fil-A, Inc. is the nation's second-largest quick-service chicken restaurant chain (based on sales), with more than 1,560 restaurants in 39 states. In 2010, Chick-fil-A produced record sales of \$3.58 billion – an 11.37 percent overall increase and a 5.92 percent same-store sales gain that helped extend the chain's streak of consecutive sales gains over its entire history of 43 years.

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